

The Sea Coast Echo

The County Paper.

SUBSCRIPTION \$2 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISSISSIPPI, SATURDAY, FEBRUARY 13, 1926

35TH YEAR No. 7

MARKHAM DECLARES COAST IS GOING STRONG AND OVER

President of Illinois Central Railroad
While at Gulfport Gives Inter-
view Regarding Mississippi
Gulf Coast—Inter-
esting Analysis.

The Mississippi Coast is "going over," good and strong is the tersely expressed opinion of Charles H. Markham, president of the Illinois Central System, as he talked for more than half an hour Monday afternoon while in Gulfport from the chair of his escripito in his official car on the Union Station spur track, to a Daily Herald reporter.

"When I first came down here and talked with the Coast people at the Great Southern Hotel one evening, I said that the Illinois Central was in the transportation business. We have not changed. We feel it our duty to provide complete and adequate transportation facilities for the Southern Mississippi territory, and to give that territory the best that a good railroad can give. What you will do with the people after we bring them to you—that is a question for you to handle, yourselves," said Mr. Markham.

"I do feel, however, that with the encouragement of the start on construction work for the Edgewater Gulf Hotel, development should move forward rapidly on the Coast."

"We are bringing the people down here—How many did we have yesterday, Mr. Harris?"

Thomas E. Harris, general agent for the Illinois Central at Gulfport, from the depths of an easy chair told of 48 passengers brought in from Chicago Sunday, of three Pullmans the day before, and of provisions for an extra Pullman every day for the next two weeks.

In addition to that, we expect a delegation of Chicago Kiwanians here on the 17th, just after fifty of the Crosley Trivettes 2 tube set, with dry and storage batteries, loud speaker etc., has been purchased from the Coast Electric Company, and it, too, will be on exhibition within the next few days. The Crosley radio has been tested and found superior for reception and selectivity as well. The Crosley radio was selected for the reason The Echo privately owns a set of the identical type, and it was found satisfactory that the contest man-

Radio For Third Prize Winner.

Even she who comes in third in the race will not go unrewarded, for the Crosley Trivette 2 tube set, with dry and storage batteries, loud speaker etc., has been purchased from the Coast Electric Company, and it, too, will be on exhibition within the next few days. The Crosley radio has been tested and found superior for reception and selectivity as well. The Crosley radio was selected for the reason The Echo privately owns a set of the identical type, and it was found satisfactory that the contest man-

Housing Facilities Needed.

"We predicted last summer that the number of Northern visitors here this winter would be limited only by the capacity of housing facilities," Mr. Markham continued. "Our prediction has been fulfilled. Travel to the Gulf Coast from the Central West has been extremely heavy, and I believe it would be even greater if there were more hotels, houses and apartment buildings. The work that is now under way to increase these facilities is very gratifying, and the result, without question, will be a substantial increase in visitors next season."

"The point that needs to be impressed upon both the home folks and those who are just becoming interested in the Coast is that the development of this wonderful country, now under way, is a substantial development."

Mr. Markham, with an elbow on a desk piled with papers—neatly piled, but still piled—leaned forward and punctured his speech with an index finger. "We are building here not, merely for the present, but for the future. The first step is to get the people to come here, and that is what the Illinois Central System is endeavoring to do. The next step is to interest them in the possibilities of this section, and we are helping to do that."

"It is not a difficult task—the Coast to interest its visitors," said Mr. Markham, settling back into his chair. "The Gulf country you see, speaks for itself. No man from the highly industrialized environment of the North can spend even a few days here, with his eyes and ears open, without being tremendously impressed with the infinite opportunities for bringing this section to the forefront of the country."

"With the two steps—getting the people here, and interesting them—the future of the Mississippi Coast is assured."

Mr. Markham, in his morning trip to the Great Southern golf links, had noted the work on the Gulfport and Biloxi link of the sea wall, and he had seen also evidences of increased building activity along the Coast.

The Old South and the New.

"The attractions which the Mississippi Coast have for a great many people is that it combines the charm of the old South with the invigorating activities of the new," he said. "The new South, about which our people have talked and dreamed for sixty years, is now coming rapidly into being—a new South of more productive agriculture, of industrial growth, of increased commerce, of better educational facilities, of a population more fully aware to the resources of its own Southland."

Mr. Markham announced that the work of improving the Gulf and Ship Island Railroad, which the Illinois System acquired last year, will be pushed as rapidly as possible this season.

More Traffic Capacity.

"We expect to continue the improvement of our property to han-

PRIZES FOR SEA COAST ECHO CONTEST ARRIVE—ON EXHIBITION.

Interest in The Sea Coast Echo's circulation contest grows apace with the time, and the date of March 5th set for the time of final counting of votes and awarding of prizes, is rapidly approaching. Only three weeks more remain, and friends of the different contestants are getting quite busy in the interest of their success.

Contestants have met with cordial reception. One young lady said, "It's easy to get business for The Sea Coast Echo. The paper is long established, well known, and has friends wherever it is known."

Grand Prize on Exhibition.

The Grand Prize, one Ford Sedan, with balloon tires, fully equipped, was received this week by Edwards Bros., Bay St. Louis, from whom it was purchased by The Sea Coast Echo, and is exhibited daily on the sidewalk. It is of the newest type, color maroon, and wins the admiration of every passerby. Many expressions are heard from the throngs who pass daily through Main street. This handsome car is for someone. It is waiting for its owner. Surely someone is going to win it on March 5th! And that is going to be the contestant who becomes the busiest, the liberality of The Sea Coast Echo is generally commented upon.

Second Prize Attracting Attention.

In the show window of the Bay Jewelry Store, G. E. Templett, proprietor, the second prize is on exhibition daily, and passersby admire the diamond rings, one of which will be given away by The Sea Coast Echo. There are two rings selected by The Echo, one a solitaire setting and the other a diamond with two sapphires, one on each side of the sparkler.

Investigation revealed the fact that neither father, mother or child were hurt and none the worse for their narrow escape and experience. The father was thrown one way, while the mother was tossed into a different direction.

The auto was practically shattered. It was driving toward the crossing," said Mr. Ladner, looking towards the north side, in the direction of the railroad depot, from which direction I thought I heard a train. Climbing the crossing, the extra pull and effort of my engine made it go 'dead.' This was exactly in the center of the track. Next moment, quicker than I can tell it, I heard and saw the mad rush of the excursion train from New Orleans. In the next instant I was thrown in the air and fell on the ground, fairly wild dazed."

How the occupants of the auto escaped being killed or maimed, is rather difficult to understand.

TRAIN CRASHES INTO AUTO AT STREET CROSSING

Monroe Ladner and Family Have Narrow Escape From Death—No One Hurt, But Machine Wrecked—Auto Engine Stops "Dead" on Track.

An automobile, owned and driven by Monroe Ladner, resident of Lake Shore, this county, was completely demolished Sunday morning at the L & N railroad crossing at Citizen street, when the motor of the car stopped, "dead" while crossing the track.

The car was occupied by Mr. Ladner, his wife and 4-weeks-old baby, who was sick, and it was while on the way to the city to see Dr. Horton the near-tragedy occurred. Fortunately, and well nigh miraculously, since the auto was completely demolished, no one was hurt.

Anthony Piazza was passing at the time. He saw the baby under what was left of the up-turned body of the auto, and carrying it away from the sight of the fear-stricken mother, who thought it was killed, hastened away to the home of his mother.

Investigation revealed the fact that neither father, mother or child were hurt and none the worse for their narrow escape and experience. The father was thrown one way, while the mother was tossed into a different direction.

The auto was practically shattered.

Now a progressive and kind-hearted city comes to the rescue of broken-hearted and pucker-lipped kiddies with a playground equipped with modern skating rink.

Good for the Rotary Club!

Good for the City Council!

Applause for both!

A committee of four was appointed by the Council to supervise and direct the construction of the rink, namely, Geo. R. Rea, H. S. Weston, Jos. O. Mauffray, Jno. DeArmes.

How the occupants of the auto escaped being killed or maimed, is rather difficult to understand.

TO CONTESTANTS

The names of all Candidates in The Echo's Grand Contest will be published next Saturday, together with their standing and the amount of votes held by each. After that date, Saturday, February 20th, the Contestants will all have a line on the standing of their respective opponents and it will behoove each and every Candidate to get busy and work hard for the final result, when some lucky young lady will ride home in her own brand-new Ford Sedan, and another will sport one of the prettiest Diamond rings around these diggin's. The third lucky young lady will have the satisfaction of entertaining her family and friends with the Radio Set. Be sure to see all your friends and ask them to help you win one of these Grand Prizes.

MIRAMAR HOTEL AT PASS CROWDED.

Many Visitors on Mississippi Gulf Coast—Pass Christian, Too, Has Share—Visitors From Over Country—Dr. Strong's New Home.

Pas Christian, Feb. 9.—The Hotel Miramar announces that it is enjoying a crowded season. All rooms are filled, with reservations booked for weeks ahead. Among those at the hotel for a long stay are Dr. and Mrs. C. D. Brooks and family, Sallie Jane, Mary Elizabeth and Miss Bernice Moreless, the traveling companion of the Brooks. Dr. Brooks is from Detroit and is well known at Pass Christian, having visited here before. Mr. and Mrs. Charles Hirschberg, of Nashville, are spending several months here. Mr. and Mrs. A. W. Green, of Chicago, have arrived for a short stay on the Coast. Clarence E. Maloy, of St. Louis, Mo., is here recuperating from an illness. H. H. Knepper, of Detroit, is here on his first visit to the Mississippi Coast and is well pleased with the sunshine that greeted him on his arrival. Mr. and Mrs. Edward L. Longeron, of Chicago, and Mr. and Mrs. A. C. Dallas, also of Chicago, are here for several months. Mr. and Mrs. A. Thalheimer and Mr. and Mrs. I. Kayser, of Selma, Ala., are here for a short stay.

New Home Nearing Completion.

Work on the beautiful new home of Dr. R. A. Strong, on the Beach at Pass Christian, is being rushed and is expected to be completed within a few weeks. The building is located on East Beach. When completed it will be one of the most beautiful on the Coast.

the increased business that already has developed and is in prospect," he said. "During 1926 these improvements will include the laying of additional heavier rail and other improvements in the roadbed to insure smoother and speedier operation and the provision of sidings, passing tracks, yard tracks and other facilities to increase the capacity of the railroad for both passenger and freight operation. It is our aim to put the property in a position to handle all the business that develops in this section, providing the standard of courteous, efficient service for which the Illinois Central System is noted."

Numerous callers "dropped in" upon Mr. Markham during the afternoon, and the same cheery welcome was accorded to all of them, although the rail president's eyes flashed a little ray of regret as a white-garbed porter carried a golf bag laden with sticks to the mysterious recesses of the front of the car.

Inn-By-The-Sea Has Many Guests.

The Inn-By-The-Sea, at Henderson Point, and facing Bay St. Louis, has many guests, to full capacity. A letter to a Chicagoan seeking accommodations at the inn, says every room is reserved until about the middle of April. It is impossible to take care of all applicants.

Walter E. Dakin, Rector,

CITY TO SUPPLY PUBLIC PARK WITH SKATING SURFACE

Committee From Bay St. Louis Rotary Club Appears Before Board of Mayor and Aldermen. Motion Made to Start Project Moving.

The Board of Mayor and Aldermen received members forming a special committee appointed recently by the Bay St. Louis Rotary Club, at their regular meeting Saturday night, relative to the immediate building of a cement surface in the City Park for public skating rink purposes.

George R. Rea and John DeArmes

represented the committee in the absence of other members, whose appearance was precluded by private business. They were received with instant favor, and the Mayor and Aldermen went on official record and adopted a resolution setting the project in motion for early consummation.

However, the authority to proceed with the preliminary and actual work of building the rink was given the proviso that the city attorney seek the law regarding the liability of the city in the event anyone should become hurt while skating on the city's rink. City Attorney Genin present, made it known he would consult the law regarding the issue and that at his earliest, possible moment.

The Hogan Construction Company, now engaged in paving the city's streets, has tentatively offered to do the work at practically actual cost, approximately \$600.00.

Recently the city adopted an ordinance prohibiting skating on public streets and sidewalks, putting out of instant commission hundreds and hundreds of pairs of skates. This was adopted as a precautionary and safety measure—both to skaters and drivers of automobiles.

Now a progressive and kind-hearted city comes to the rescue of broken-hearted and pucker-lipped kiddies with a playground equipped with modern skating rink.

Good for the Rotary Club!

Good for the City Council!

Applause for both!

A committee of four was appointed by the Council to supervise and direct the construction of the rink, namely, Geo. R. Rea, H. S. Weston, Jos. O. Mauffray, Jno. DeArmes.

How the occupants of the auto escaped being killed or maimed, is rather difficult to understand.

LITTLE THEATRE CLUB ENTER-

TAINS.

Bay St. Louis Club Gives Second Presentation to Crowded House and Appreciative Audience—Minstrel Performance Pleases Well.

The Little Theatre, of Bay St. Louis, local theatrical organization, embracing much talent, gave its second presentation at Woodmen Hall Thursday night. Although the weather was far from balmy, many ventured out and the audience was not only large, but its personnel was representative.

Vocal and musical numbers elicited much applause. And several numbers were followed with encores. Mr. Harry S. Saucier was interlocutor, a role which he has played on several occasions in years gone by, and acquitting himself with usual credit. Mr. S. F. Von Ehren, a leading light of the Little Theatre Club, also participated with prominent success.

The program of the evening follows:

FIRST PART.

Interlocutor—Mr. Harry S. Saucier; End Men—Billy Harper and Bobby von Ehren.

Soloists—Misses Iva Baker, Mamie Hayes and Marion Saucier and Mr. S. F. von Ehren.

Opening Chorus: Smile a Little Bit, By the Entire Company.

—Alabama Bound—Miss Iva Baker 2—Sitting on Top of the World...—Miss Mamie Harper

3—Bible Stories, Miss Marion Saucier

4—That Beautiful Shore....

5—Peppy Stanzas...By All the Girls

6—Poppy Medley....

...By the Noname Quartette

Messrs. H. S. Saucier R. J. von Ehren, Billy Harper, S. F. von Ehren.

7—Closing Chorus...By the Company

SECOND PART.

1—Vocal Duet...Misses A. Gilmore and M. Harp

2—Black Face Skit Terrible Towser

Mr. Jones (in love and in trouble)

Mr. S. Straughan.

Willie (a willy-nilly son)

Mr. Louis Roberts.

Harry (a black dandy—come in handy). Mr. Jesse Cowan

3—Dance—Charleston Extraordinary

Miss Norma Gex and Mr. Irwin Bontemps.

4—Black Face Farce—A Lucky Job.

Characters:

Lyman Brown, a young married gent.....Mr. M. E. Gillis

Lucy Brown, his wife.....Miss Luvinia Saucier

Dick, a servant in Brown's family.....Mr. R. von Ehren

Pete Stubbs, a down-and-other....Mr. S. F. von Ehren

Sally, Milliner's maid.....Miss Elsie Toquet

LENTEN SERVICES.

Christ Church, Episcopal, Ash Wednesday: Holy communion, litany and penitential service at 10:30. Evening, with address, at 4:00.

Services every Monday at 4:00; every Wednesday, at 10:30; every Friday, at 7:30 during Lent.

The public is cordially invited to attend all services.

Walter E. Dakin, Rector.

CAPDEVILLE BEACH

The Sea Coast EchoECHO BLDG.
Thirty-Five Years of Publication.

Chas. G. Moreau, Editor and Publisher
Official Journal Board of Supervisors
Official Journal City Bay St. Louis
Member National Editorial Association
Member State Press Association
Subscriptions \$2.00 Per Annum
Always in Advance.

Prisoners enjoy music and always listen eagerly for the opening bars.

Anyway, the habit of drinking bootleg liquor only lasts a few years.

Some do their most convincing lying just after swearing to testify to the truth.

The sitting hen was the original efficiency expert for elimination of lost motion.

The meek shall inherit the earth and the inheritance tax will keep them that way.

Still, it must be admitted that most of us who knock Jack Dempsey do so only on paper.

Muckrakers, too, may find it a little difficult to adjust themselves to conditions in heaven.

Many a man who has "gone over the top" would shrink from acting as judge of a baby show.

One-button union suits will hardly prevent the laundries from ripping off their customary 100 per cent.

When a movie couple publicly announce that they are perfectly happy the divorce lawyers feel the same way.

President Coolidge intimates that some speeches in Congress are made for political effect. Who would have thought it?

Classes in parachute jumping have been established in the Navy, but correspondence courses have not yet been worked out.

The Nebraska man who required nine stitches in his nose after aspersing his wife probably wished he had taken the one in time.

The Navy wants a dirigible three times as large as the Shenandoah, which would almost eclipse some of the gasbags in Congress.

Minnesota officials are having trouble in getting hunters to report game killed, but fishermen usually admit the size of their catch.

Mr. Donovan, of Boston, promised to quit work when he had made a million, and kept his word. We are sometimes tempted to make a similar vow.

Ebony, a black cat, saved the lives of Timothy Cullin's five children by jumping on their bed and awakening them when their home in Dublin caught fire.

Wishing to hang himself comfortably, H. W. Dyer, of Lewisham, England, padded his neck before placing the rope, with the result that his effort was a failure and he will live.

Search for an appropriately offensive epithet for those who violate the prohibition law continues, although "scoundrel" was once awarded a prize in that line. Two new suggestions are "cannibalistic" and "bolshevik."

Colonel Mitchell's resignation has been accepted and he will go upon the platform to carry his appeal for air service reform of the country. Being out of the Army, he may now begin to fight in earnest.

Pay of French Army officers has been slightly increased. Marshal Foch, supreme commander of allied forces in the World War, will now receive the equivalent of \$3,000 a year. Tom Mix, movie hero, is said to receive a salary of \$3,833 a day.

Equal rights for men and women were demanded and opposed by two rival delegations, both from the National Conference of Women in Industry, who called on President Coolidge recently. The women, like the farmers, seem to be unable to agree upon what they want from Congress.

It is sometimes unwise to display too much skill. Mrs. Florence Allen, of Chicago, defeated her husband at golf, chess and bridge and he beat her up on each occasion according to her testimony before Judge Sabbath, who granted her a divorce.

Noah W. Cooper, of Tennessee, chairman of the Methodist Sabbath Crusade, wired all railroad presidents asking that Sunday trains be abolished. Considering him a crank, none replied except President F. D. Atterbury, of the Erie, who said he "would be delighted to abolish Sunday trains; they lose money."

According to an Eastern minister, people do not always attend church from religious motives. He related that a large crowd thronged a church at Plymouth, Vt., when President Coolidge was present and that they carried away so many hymn books for souvenirs that there were not enough left to sing by the following Sunday.

THE BAY ST. LOUIS BRIDGE.

No project of local and coastal interest is more absorbing than the Bay St. Louis proposed bridge. The announcement made a few days since the government had placed its final O. K. on the plans and specifications, proposed location and all other details incidental to so great a project, a new interest was added. For we know such formality accomplished brings closer a cherished hope of long standing. How soon will the Bay St. Louis bridge be built, is a question oft asked. Time can only answer that, for the many formalities to be gone through require time, and like great bodies, big projects move slowly, as a matter of necessity for proper expedition.

But seemingly we have nothing to await for but to read the advertisement seeking bids for building. This is not given. The Echo authoritatively, but we understand such an advertisement ought to be ready for the printer by the 1st of the month, possibly earlier.

The total cost of the bridge is \$700,000. Hancock county's share is \$112,500; Harrison county, \$237,500, and the Government, \$350,000, the last amount coming out of the highway fund, since the bridge is to be part of the official route of the Old Spanish Trail.

With bridge connections on the east beyond the Gulf Coast, and chasms of space bridged on the west, connecting New Orleans, the Bay St. Louis bridge will form more than a conveyor for local traffic. It will

prove an integral part of one of the nation's most important highway and will team with traffic day and night from all parts of the country. This service will be beyond conception;

its value in trade and social intercourse incalculable, and its worth as a whole to a people immeasurable.

We are now on the very eve, on the threshold of a bigger and better Bay St. Louis and the early building of the bridge carries vital import in this development.

A STEP TOWARD THE RIGHT DIRECTION.

It is satisfying and interesting to note the City Council of Bay St. Louis, at its meeting last Saturday, took the initiative in the matter of completing paving of the streets of the city. This was evidenced by a motion, which carried, to have local representatives in the Legislature to authorize the city issue bonds in the amount of \$150,000.00, this legislative authority necessary since the city reached its limit, based on assessed valuation, when it voted to authorize an issue of \$67,000.00 for the building of a new central school and auditorium.

As is well known, the present work of paving the city was made possible by the county Board of Supervisors. A special bond issue of \$180,000.00 defrays the cost of the present work. But this amount insufficient to pave the whole or better part of the city, very promptly came to the rescue Saturday night with the initiative for a further bond issue in order to supplement the present and to complete the work for once and for all.

The Board of Mayor and Aldermen are to be congratulated for their vision. No doubt the Legislature will grant the required authority and the people will vote favorably on the proposition when it will have reached such stage as to go to the polls for final approval. It seems unfair to pave part of the city and not the other. Besides, from a viewpoint of economy we must consider that in time the saving in cost of maintenance is an appreciable factor.

FARMERS HELP SELVES.

While much discussion of relief legislation is going on, with little prospect that any of it will solve the farmer's problem, in many parts of the country the farmers themselves are making plans which will help more than anything Congress may be expected to do.

They are becoming convinced that the salvation of the farmer rests largely upon raising his own living at home. They are accordingly planning to have some poultry, a cow or two and at least one sow and litter of pigs on every farm. They will see that a good garden is planted and properly cultivated. They will raise their own food and stock feed, so that less cash shall be spent for these things.

These intelligent farmers know that they can produce most of the food necessities of life, without seriously interfering with the raising of their main crop, whether it be wheat, corn, cotton or so meother staple product.

They are also learning that a less number of acres planted with the best seed and properly cultivated will produce more profitable crops than a larger acreage not properly handled.

While less capable farmers pin their faith to the politicians, these live-at-home advocates are adopting plain and sensible measures to protect themselves.

Because Elsie Benne, the town baker, is in jail, women of Webster Springs, W. Va., must bake their own.

Mrs. Margaret Hickox, of Hillman, was fined for slamming a door in the face of officers seeking to subpoena her father as a witness in court.

AN INDUSTRY OVERLOOKED.

Noting the success of poultry raising in Hancock county, from time to time, and in several particular instances, it is surprising this profitable pursuit is not conducted more generally and along more extensive plans. It has been amply demonstrated poultry do not only thrive better and produce more in this section than elsewhere, but a market exists which it seems would prove most inviting. In fact, we are told, the demand for broilers and eggs is never oversupplied, but, on the contrary, there is a constant and brisk demand.

The county agent for Hancock has done much to encourage the poultry industry in the interior, and he is to be commended for his work. It is through his efforts a co-operative hatchery was launched in this county last year, and even though it was started a little late in the season, its success was instant. This year the work is under more headway and the final results will add much to the right hand column of the ledger. The hope is expressed this section will soon become one of the largest and most active poultry raising centers in the country. The result will be a new avenue of revenue, better bank accounts and a better satisfied and more prosperous section.

FRUIT OF THE MISSISSIPPI CLUB.

Gratification is expressed at the results accruing from the activities of the recently-organized Mississippi Club, for which an advertising fund of \$100,000.00 was raised within a comparative short time. This money was expended principally in newspaper advertising and resulted in bringing southward and to this particular section thousands of people who otherwise would never have seen the beauty and enjoyed the matchless climate of the Coast.

Many have come from the Middle States and invested capital that will

further develop and bring the Coast faster into its own.

Organizing the Mississippi Coast Club was a step to the front that has proven of much wisdom. We feel the functioning of the club next winter will be earlier and results greater.

In the meantime the Mississippi Club has rendered a great service to this section. It will prove a greater factor in the immediate future, and its value to every part of the Mississippi Gulf Coast cannot be overestimated. We hope to see it expand and grow to greater usefulness and ultimate benefit. It has a wide scope and much material to work with. Too much encouragement and substantial support cannot be given.

SEEMS INEXCUSABLE.

For the second time, after announcing its official opening, travelers over the Chef-Rigolot bridge last Sunday were unable to make the trip with comfort, and it might well nigh be said with safety.

A party of motorists from Canada and others making the first trip met with a most unpleasant experience attempting to cross the road, and as a result the Louisiana Highway Commission ordered the roadway closed and not to be opened again until further notice.

It is needless to say how badly impressed were the party and others from Winnipeg and elsewhere. This is the second occurrence of the kind, and regrettable in the extreme. It affects the Mississippi Gulf Coast inasmuch as travelers from the west are unable to take the trip after they are told in advance they can travel with safety. It seems inexplicable, and the hope is expressed that when announcement is given again regarding the opening of the roadway that similar experiences will not be repeated. Surely, someone is to blame. If memory serves right, this stretch of roadway between Chef and Rigolot was originally built some eight or ten years ago, ample time for a sure footing and solid formation.

HEROES ALL.

Practically the entire shipment was routed through New York to the port of Novorossiisk and Odessa, on the Black Sea, for distribution. The remainder was routed through Seattle for Vladivostok.

Trying to imitate a movie hero, John Vitali, of New York, set fire to his sweetheart's home, expecting to rescue her, but the house failed to burn and John was jailed.

CLASSIFIED ADVERTISEMENTS.

The last of 10,000 Fordson tractors, the largest tractor order ever placed, which were purchased by Russia, have just been delivered to representatives of the Russian government in New York. It was stated yesterday at the Ford Motor Company, Highland Park general offices. The entire order was filled at the River Rouge plant of the company within a period of approximately seven weeks. During the time that the Russian consignment was being produced, tractors for domestic absorption were also being manufactured, as usual.

At approximately the same time as the last ship laden with Fordsons cleared port in the United States the first of the tractors which were built on the latest order, will have reached the Russian interior. The complete consignment will be delivered in time for the opening of spring tillage. Together with the tractors which had previously been ordered by the Soviet government this new order will increase the number of Fordsons in use in Russia to approximately 20,000 units, all supplied within the past three years.

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John Vitali, of New York, set fire to his sweetheart's home, expecting to rescue her, but the house failed to burn and John was jailed.

MALE HELP WANTED.

Male Help Wanted

GEN. PLANT WORKERS—Will contribute 150 necessary products to established users.

Extracts, Soaps, Food Products, etc.

World's largest Company will back you

in your surprising plan.

J. J. Walker, 62-70 West Love St., Memphis, Tenn., Dept. K-1. 2-644.

WANTED.

Middle-aged married workers

make \$50 to

more weekly selling Whitmer's

guaranteed line of Toilet Articles, Soaps,

Spices, Extracts and Medicines.

Hancock County opens new office

need for car. Experience unnecessary.

Salesmanship taught free. Full

information on request. Write now. The

Whitmer Company, Columbus, Ohio.

2-6343.

RAISE CHICKENS! Now hatching PURE-BRED Chicks, all breed 14 to 20 cents

each. Write for catalog. ORDER NOW! Leland Baby Chick Co., Dept. B, 47, Laurel, Miss.

LAND WANTED.

Owners of large and small tracts for sale,

please write full particulars, legal de-

scription and location in letter,

also have farms in Northern and Western

States to trade for land along the

Gulf Coast. J. Livingston, Box 1173, Lincoln, Neb.

Nebraska City, Neb., Dept. 23.

MALE HELP WANTED.

\$10,000,000.00 Company wants men to sell

Food Products, Soaps, Extracts, etc.

Exclusive territory, established trade

territory, no franchise fees.

Write to the R. E. Walker Company,

Dept. J-9, 62-70 W. Iowa St., Memphis, Tenn.

Jan. 9, 1926.

SALESMAN WANTED.

Large manufacturer has openings for a

few men of character and integrity. Our

products are sold direct to the con-

sumers and are nationally adver-

tised. We need men with brains and

ability to sell our products.

Write for information and application.

Address Sales Manager, 208 First National Bank Bldg., Mobile, Ala.

Jan. 20, 1926.

ELKS HOTEL PROPOSED FOR COAST.

Elks at Biloxi are projecting the erection of a hotel building adjoining their clubhouse in the business section of the city, and the project gives much prospect of becoming a reality at no distant date.

Elks in other sections have built and operate large hotels with more than ordinary success, and where conditions justify the building of additional hotel facilities, like at Biloxi, there seems no reason why the members would not go through.

Thousands of Elks and their families and others would thus be additionally attracted to the now famed Mississippi Gulf Coast. All things equal with other winter resort sections, the mere fact that the Elks owned and operated a large and modern hotel would prove not only an attraction but an incentive the like of which no other factor has equal.



Present your wife or daughter with one of our Passbooks for a Valentine, this year. This will show your interest in their welfare and help them to acquire a knowledge of finances that will benefit them all through life.

We invite you to open these accounts with us.

We will welcome you.

Merchants Bank & Trust Co.
BAY ST. LOUIS, MISS.

**Special Showing and Prices of
Ladies' SHOES Gents'
We Can Supply the Family.
J. O. Mauffray,
Front St., Bay St. Louis, Miss.**

OPEN THE YEAR ROUND.
AMERICAN PLAN.
HOTEL WESTON
ON THE BEACH
BAY ST. LOUIS, MISS.
Is completed and now open to the Public. Thoroughly equipped and every modern convenience afforded.
CUISINE AND SERVICE UNEXCEDED.
Have Sunday Dinner at The Weston. Local as well as transient trade catered to. Inquiries solicited.
THE BAY HOTEL COMPANY.

WANTED

Carpenters and Laborers for Hotel Construction at Shell Beach. Apply Superintendent.

GEO. J. GLOVER COMPANY, Inc.
Paris Christian, Miss.

W. H. SLINGER

Has received new samples of covers for Furniture for this year, and would like his patrons to call and see them. Also a good selection of pillows, cushions, etc., in best SILK FLOSS at prices a little above cost.

New davenport and chairs made to order.

Upholstering Shop

109 Toulme Street.

WANTED: REAL ESTATE.

We have Clients who are interested in purchasing Beach Homes, Beach Lots and Homes and Lots off the Beach.

Also Acreage and Farms.

If you have Real Estate of any kind to sell, it will pay you to see

H. G. CUEVAS,

Phone 179 - Bay St. Louis, Miss. Gex Bldg.

GET & WALLER
ATTORNEY AT LAW.

ROBERT L. GENIN
ATTORNEY AND COUNSELOR
AT LAW.

McMILLIAN BUILDING,
BAY ST. LOUIS, MISS.

Practices in All Courts
BAY ST. LOUIS, MISS.

PLANT YOUR MONEY IN

Mississippi Power Company's **7.14%**
Cumulative Preferred Stock

And Watch It Grow

RECORD OF GROWTH—10 SHARES

Date	Amount	Date	Amount
Purchasing Date	\$ 980.00	End 5th Year	\$1377.25
End 1st Year	1050.00	" 6th Year	1475.25
" 2nd Year	1123.50	" 7th Year	1580.25
" 3rd Year	1202.25	" 8th Year	1692.25
" 4th Year	1286.25	" 9th Year	1813.00

End of 10th Year, \$1,942.50

Money invested in the Preferred Stock of Mississippi Power Company will practically double itself in 10 years if the dividends are reinvested in this security.

Your investment will be:

SAFE because it is backed by millions of dollars in physical property.

PROFITABLE because this stock and the dividends are practically tax free.

CONVENIENT because it can be resold through the Company at any time.

PLANT YOUR MONEY WISELY NOW AND REAP A HARVEST OF SAFETY AND COMFORT IN YOUR OLD AGE.

INVESTMENT

DEPARTMENT



HERE THEY ARE!

THE SEA COAST ECHO PRIZE CONTESTANTS.

The following are the names of Candidates in The Sea Coast Echo Automobile Contest and are listed alphabetically.

Miss Samantha Blackwell, Nicholson, Miss.
Miss Mackie Donaldson, Nicholson, Miss.
Miss Margaret Green, Bay St. Louis, Miss.
Miss Agnes Lagniel, Bay St. Louis, Miss.
Miss Ena LeBlanc, Bay St. Louis, Miss.
Miss Mittie Lee, Picayune, Miss.
Mrs. A. J. Lott, Kiln, Miss.
Miss Hilda Manning, Bay St. Louis, Miss.
Mrs. John McCarty, Nicholson.
Miss Elizabeth McQueen, Nicholson.
Miss Margaret Schindler, Bay St. Louis, Miss.
Miss Lottie Bell Summers, Logtown, Miss.
Mrs. O. M. Villere, Waveland.
Miss Maggie Wood, Nicholson.

HELP YOUR FRIENDS TO WIN, NOW!

FREE VOTE COUPON.

Good For 50 Free Votes

IN

THE SEA COAST ECHO.

BIG "EVERYBODY WINS" PRIZE CONTEST.

M.....

Collect all these Coupons you can. Get your friends to save them for you. Each coupon good for 50 Free Votes.

NOT GOOD AFTER MARCH 1.

ENTRY COUPON

Good For 5,000 Free Votes

IN

THE SEA COAST ECHO.

BIG "EVERYBODY WINS" PRIZE CONTEST.

M.....

Address.....

Note—Only one Entry Coupon accepted for each candidate.

POINTED PINE PARAGRAPHS

by
O. H. L. Wernicke
President
Point Institute of America, Inc.

Forest, farm, industrial and mercantile balance are vital to your own personal prosperity.

Sounds high-falutin', but it means simply that your community cannot prosper unless it has the machinery for prosperity. This machinery must have the right parts, put together so that it will work. Leaves out an important part, and the machine won't work. A community made up so that it is all forests, or all farms, or all factories, or all merchants, would stop running mighty quickly, even if it started.

To get the right balance in your prosperity-machine demands co-operation between the town and the country, between farmers, bankers, merchants, cut-over landowners, factory-owners, and public authorities. Such co-operation cannot be achieved without organization. Organize!

ECHOES.

Red Fox St. James, the first American Indian deacon of the Anglican Universal Church, will soon be ordained a priest.

Sir William Soulby has been secretary to lord mayor of London for 50 years.

Pope Pius usually takes only a dry biscuit dipped in coffee for his breakfast.

Thirteen was unlucky for Jim Daugherty, of Chicago, who got five years for making thirteen gallons of whiskey.

When the wife of Pat McCloskey, of Dublin, bobbed her hair, he tied her up and shaved her head.

Geo. M. Cleary, of Mattoon, Ill., aged 66, gave a great yawn and fractured his jaw.

John Robinson, 105-year-old resident of Sheffield, England, has made a perfect working radio set.

In a lawsuit over the ownership of spaniel in Chicago, the dog picked out Lawrence Klein as his master and was awarded to him.

A new lower lip was provided for E. R. Adams, of Liverpool, from skin grafted from his hand.

Because Joseph Reese persisted in courting their sister, Pat and Eddie Riston, of Belfast, sat him upon a hot stove.

Complaint was made by British labor leaders that Germany is flooding the country with cheap tombstones.

Henry Evans, of Cowes, England, an escaped convict, was recaptured when found hiding in a farmer's flour bin.

On a dangerous curve near Palestine, Ill., is a sign which reads: "Even a goat tries to use his head."

London language teachers have criticized "that combination of dialect and slang known as American."

While Policeman Henry Gorman, of Chicago, was standing on a corner, Gus Frisch, a drunken teamster, kicked him on the shin, breaking his leg.

Since its establishment in 1886, the Moody Bible Institute has trained 1,252 men and women for missionary work.

John Knowles of Preston, England, was fined for ducking a dairy maid in a milk tank when she said he was lazy.

Several Paris society girls were fined for posing in the nude at a party, but gave fictitious names to the court.

A post-mortem examination of Mrs. Catherine Morton, who died in London at the age of 92, disclosed that her heart had begun to turn to stone.

Ex-King Manuel of Portugal is said to have won about \$200,000 playing baccarat at Cannes.

David Ford of Plymouth, England, exhibited ten cabbages which weighed 670 pounds.

Robbers secured collection money amounting to nearly \$100 from a church in Herrin, Ill.

Pupils of Washington School, Rahway, N. J., must keep their shoes shined, according to an order of the principal.

Manufactured in Wilmington, N. C., a "knocked down" house was transported to Miami, Fla., in ten airplanes and there set up.

Miss Anita Oakley, a teacher in the Columbus, O., public schools, was discharged for spanking a 10-year-old boy pup.

Part of the police force of Dresden, Germany, will be equipped with rubber-tired roller skates.

Rudolph Peterson, of Winona, Minn., claims a record for having danced the Charleston for an hour and 46 minutes without stopping.

Radio has been banned from dormitories at Goucher College, Baltimore, because it keeps the girls up too late at night.

Neighbors filed suit against John Shaw, of Newport, Wales, because his bees frequently stung them.

FOR SALE

Seed Triumph Potatoes
READY TO PLANT.

Onion Plants 2.....15 100

Cabbage Plants.....25 100

Beet Plants.....25 100

Also have Fine Turnips and Mustard Greens, Sc. a bunch.

MRS. E. BOUDIN, Third Street.

"CHOU-COU-POU-LOU"

The Indian Name for Bay St. Louis, Where Andrew Jackson Built a Home and "Zach" Taylor Drank Pink Lemonade.

(By W. D. Robinson.)

Interesting historical information about Bay St. Louis was recently unfolded by Henry LaRose, Jr., a student at St. Stanislaus College. It was in the form of a paper read by Mr. LaRose at an entertainment at the College.

The document shows that Bay St. Louis has a romantic history. Many thrilling and exciting incidents occurred in the early days.

Iberville, the French explorer, discovered the Bay of St. Louis in 1699. The Bay of St. Louis is a body of water that is connected with Mississippi Sound and the Gulf of Mexico. The discovery being made on the birthday of King Louis IX of France, Iberville named the body of water Bay of St. Louis in honor of his sovereign.

Prior to the coming of Iberville, there was a village here, known as "Chou-cou-pou-lou," meaning "bad grass." "Rockachs" is the common name for this grass today.

Named Shieldsboro.

Afterward, a semi-organized government chartered the town under the name of "Shieldsboro." Old records and deeds of conveyance are still in existence showing that name.

This later gave way to the name of the Bay of St. Louis, named by Iberville in honor of King Louis IX, and the town thereafter became known as Bay St. Louis.

One of the vessels of Iberville's fleet, with fifty-four men on board, was wrecked while reconnoitering between Cat Island and Bay St. Louis.

The explorers, like St. Paul, as told in the Biblical story, clung to the wreckage and were washed ashore on the site where Bay St. Louis now stands. They landed at a point near Bookert and Main streets, and, being hungry, made bullet a rude cross from the wreckage and erected it on an earthen dike. On this spot, a substantial foundation of which rests beneath a more modern structure.

Superstitious ones on the Gulf Coast claim that buzzards are never seen flying through the air in the vicinity of Cat Island. This superstition is based on a tradition that has been handed down from the days of the Iberville exploring party.

Cursed Buzzards.

As one of the Iberville irrigates neared the shore of Cat Island, on one of her trips along the Coast, according to tradition, a swarm of vultures were seen circling the high point on the island. On the island the Frenchmen found a disciple of Ignatius Loyola, who was dying. This good man, seeing the vultures circling around him and fearing that his body would be long fresh food for the birds, stretched his white hands and cursed the island and the buzzards.

Superstitious persons to this day say not a vulture is to be seen encircling Cat Island.

Some of the citizens of this section are the lineal descendants of the original French explorers under Iberville, one family, the Lemoyne, being from the leaders themselves.

The French explorers spent most of their time in exploring the different rivers, lakes and bayous. On one occasion they met the famous Chevalier Tonni, who from 1682 to 1700, a period of eighteen years, had lived among the Houma tribe of Indians in what is now Louisiana.

Tonti was a French nobleman who lost his right hand while fighting with La Salle in Canada. He followed La Salle in 1682 to the mouth of the Mississippi River. He was the nephew of Tonni, who invented modern life insurance. He wore an iron hand. When he learned that the French had landed nearby, he met them at Bay St. Louis, joined them and later moved to Biloxi, where he died and lies there today in a neglected grave.

The explorers, after spending the first winter under cypress trees and live oaks that sheltered their huts, longed for domestic life. They implored Iberville to bring a cargo of wives for them, and Iberville complied.

The matching of the couples was not in accord with the usual rules, but it is said they had been along these lines. Fifty-four explorers were lined up on the shore. Fifty-four blushing prospective brides were lined up in the hold of the ship, with the hatches down.

ONE MILLION VOTES FREE!

With Each Ten \$25.00 Job Printing And Advertising Cards.

250,000 VOTES FREE!

With Each Ten \$15.00 Job Printing And Advertising Cards.

100,000 VOTES FREE!

With Each Ten \$7.50 Job Printing And Advertising Cards.

Your Cards Must Be Turned In By Sat., Feb. 20th

Schedule Of Votes And Prices On Advertising And Job Printing Cards.

One \$7.50 Advertising And Job Printing Card 10,000 Votes.

One \$15.00 Advertising And Job Printing Card 25,000 Votes.

One \$25.00 Advertising And Job Printing Card 50,000 Votes.

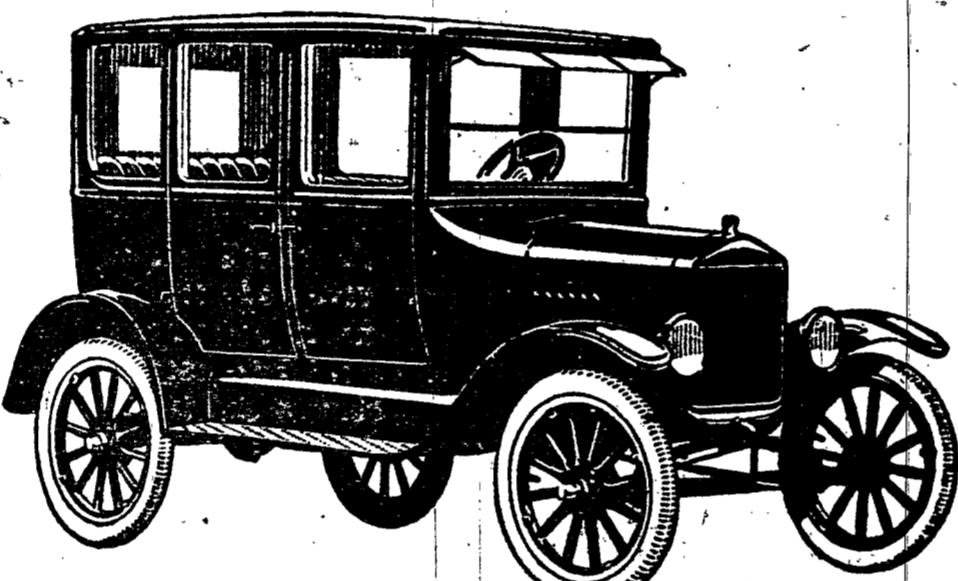
The Three Grand Prizes

Latest Model, Fully Equipped
Balloon Tires

Ford Sedan

Valued at \$775.00

Purchased from Edwards Bro.



Second Grand Prize—Solitaire Diamond Ring
WORTH \$125.00

Purchased from and on display at Bay Jewelry Store

Third Grand Prize—Radio Set
WORTH \$100.00

Free installation to winner, purchased from and on display at the Coast Electric Co.

Anyone Of These Prizes Yours! March 5th

PROCEEDINGS OF THE BOARD OF MAYOR AND ALDERMEN.

(Continued from Page One.)

has no money in the School Fund to pay current expenses, and

Whereas Chapter 178, of the Laws of 1918 empowers all municipalities to borrow monies pending the collection of taxes of the current year; it is necessary to borrow money to pay all current expenses from said

fund;

Therefore, be it resolved, That the Mayor, G. Y. Blaize, be and is hereby authorized and empowered to issue bonds, or so much thereof as may be necessary, for the purpose of building and equipping a Central School building on the lot owned by the City, where the present Central School is now located, 355.

Against issuing sixty-seven thousand and dollars of bonds, or so much thereof as may be necessary, for the purpose of building and equipping a Central School building on the lot owned by the City, where the present Central School is now located, 355.

Commissioners: A. E. Thiery, Frank Taconi, W. O. Sylvester.

Clerks: W. C. Brexford, W. H. Stark.

Peace and Returning Officer: Peter J. Boudin.

On motion of Alderman R. S. Blaize, seconded by Alderman W. C. Sick, and carried, the following resolution was adopted:

Whereas the returns of the election to determine whether or not the city would issue \$67,000.00 bonds, or so much thereof as is necessary, for the purpose of building and equipping a Central School building on the lot owned by the city, where the present Central School is now located, 355, be and is hereby authorized and empowered to sign a note or other obligation obligating the city to pay such amounts not later than the 15th day of February, 1926.

Approved in open Board this the 6th day of February, 1926.

S. J. LADNER, Secretary.

Moved by Alderman R. S. Blaize,

and carried, that the City Attorney render an opinion on the legality of appropriation by the city to build a skating rink in the City Park, to cost approximately \$600.00, and in the event the city has such authority, the plans and specifications filed by John DeArmas, A. E., be and the same is hereby approved, and the Clerk be and is hereby authorized and directed to advertise for bids for material and labor necessary, according to plan and specifications, and the Mayor be and is hereby authorized to appoint a committee of four to supervise and direct the construction of said skating rink and do all acts necessary.

The Mayor appointed Messrs. Geo. R. Lee, H. S. Weston; Jos. Maufay and John DeArmas.

Moved by Alderman R. S. Blaize,

seconded by Alderman W. C. Sick,

and carried, that said Board take a recess to Monday, February 8th, at 6 o'clock P. M.

Monday, February 8th, 1926. The Board reconvened. Present, Mayor G. Y. Blaize, Aldermen W. C. Sick and R. S. Blaize, Edw. Heitzman, L. C. Carver, Secretary S. J. Ladner, Absent, City Marshal Albert Jones.

Bids for furnishing the city, with gasoline and lubricating oil, as per advertisement, were received and read.

Moved by Alderman R. S. Blaize,

seconded by Alderman Edw. Heitz-

man, and carried, that the bid of

John's Oil Company be accepted.

At St. Louis, Miss., January 23, 1926.

To the Honorable Board of Mayor and Aldermen of the City of Bay St.

ers and clerks of the special municipal election, held in the City Hall, Saturday, the 23rd day of January, 1926, in accordance with an order of your honorable board, give leave to report, that the result is as follows:

For issuing sixty-seven thousand and dollars of bonds, or so much thereof as may be necessary, for the purpose of building and equipping a Central School building on the lot owned by the City, where the present Central School is now located, 355.

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S. J. LADNER, Secretary.

Moved by Alderman R. S. Blaize,

and carried, that the City Attorney render an opinion on the legality of appropriation by the city to build a skating rink in the City Park, to cost approximately \$600.00, and in the event the city has such authority, the plans and specifications filed by John DeArmas, A. E., be and the same is hereby approved, and the Clerk be and is hereby authorized and directed to advertise for bids for material and labor necessary, according to plan and specifications, and the Mayor be and is hereby authorized to appoint a committee of four to supervise and direct the construction of said skating rink and do all acts necessary.

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S. J. LADNER, Secretary.

Moved by Alderman R. S. Blaize,

and carried, that the City Attorney render an opinion on the legality of appropriation by the city to build a skating rink in the City Park, to cost approximately \$600.00, and in the event the city has such authority, the plans and specifications filed by John DeArmas, A. E., be and the same is hereby approved, and the Clerk be and is hereby authorized and directed to advertise for bids for material and labor necessary, according to plan and specifications, and the Mayor be and is hereby authorized to appoint a committee of four to supervise and direct the construction of said skating rink and do all acts necessary.

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At St. Louis, Miss., January 23, 1926.

To the Honorable Board of Mayor and Aldermen of the City of Bay St.</

ECHOES FROM "ST. STANISLAUS."

EXTRA! EXTRA! EXTRA!
STOP! LOOK! LISTEN!

Great Happenings, Take Notice!

The Hancock County Basketball Tournament will be held in the College Gym this year under the auspices of the Athletic Association of Stanislaus, in the following dates: February 22nd and 23rd.

All public schools in the county are invited to take part in this tournament, which we hope will be a great success. A cup will be given to the team taking first and second place, and trophies will go to individual stars. Mr. Commege, who is in charge of this tournament, is working hard for its success, and will make a trip to New Orleans Saturday in order to make necessary arrangements. So let's get together and show him what the county can do in the line of athletics.

So far the following teams have signified their intention of entering the tournament: Kiln, Logtown, Vidalia and Sellers. More are expected to make entries in due time. If this tournament proves to be a success, next year it will most probably be held for the championship of the schools of Southern Mississippi.

Well, We Did It!

Well, we did it! Did you see it? If not, you missed something. Just a little matter of winning two games from Loyola. They were real games, the spectators like full of pep and rough enough without being too rough. Our team was too fast for them. La Nasa's dribbling and the shooting of Schwartz was too much for Loyola.

The 135 lost a hard fought game to the Loyola Juniors. The 135's were lacking the services of their star guard, Lignac, or perhaps the story would have been different.

Friday night the 135 is to play the Pass Athletic Club. The Pass has had a good team for the past several years; in fact, it is the same team year after year.

Sunday, the 14th, the Reserves will play the Delgado Trades School, of New Orleans, while the 135 will tackle the boys from the Reserve, La., High School. These boys are being coached by an old Stanislaus boy, Frank Noels.

Retreat This Week.

We have had a great treat this week in listening to Father Madden, S. J., who conducted a three-day retreat for the College boys. From the amount of interest displayed by the boys in general, we feel sure that an amount of good has been achieved by the words of this good priest.

Father J. Bryant, S. J., the vice president of Spring Hill College, was a visitor to the College Sunday night, returning to his home city on Monday.

A telegram was received from Brother Peter last Thursday morning stating that if possible he would arrive in Bay St. Louis Sunday. Let's

hope that he does, and do not forget to give him a hearty welcome.

We Wonder Why

Sam Haik is called "Brownie" and "Lips."

John Hunter likes salt in his chocolate.

So many boys have squirrels.

Strawberry had a red mark on his arm and Rinaudo had one on his face.

Billy Gordon's coyote disappeared.

Peter Paul is termed the "Sheik."

Red Ware loves to write compositions.

Blink Young is always wearing his green overcoat.

We Wonder Who

Billy Gordon is in love with now.

Stechnich loves to court.

The boys watch during basketball games.

Thinks John Hunter is a darling.

Doesn't like to dance.

Toups is always writing to.

Brandt would like to phone up.

Charles Waters had a date with Sunday night.

Jokes.

Bluin said he didn't know what his girl meant by saying, "It's the little things that tell," until she reached down and pulled her little brother from under the sofa.

Richard—What is man?

Richard—Man is an animal of the male sex.

Brandt—You're wrong. Man is a thing composed of muscle and bone.

Conductor—Where's your fare?

Warner—I travel on my face.

Conductor—I always punch my fares.

Richard said that football may be

rough, but it was not half as rough as long distance running, for there is always danger of being knocked over by an automobile while running in the street.

Smiles.

Abie said she smiled, And he smiled back.

Then he met another—

And she smiled,

And he smiled, too.

(So would you.)

They all smiled—

He thought it queer,

The Seniors think that Sing Sing is a

ragtime hit.

But the Juniors think that July the Fourth is the name of a king.

And the Sophs why they think that Celluloid is a sister to Harold Lloyd.

But, Oh the Freshmen, they think that Vera Cruz is a toe dancer.

Society.

Last night's Matress Ball was the society feature of the year. It was attended by the entire student body.

The music was furnished by the laboratory syncopators, the latest hits were "Brushing Your Teeth" by J. La Nasa; "Washing Your Face," by Barney Google, and "Combing Your Hair" by Dusty. It was quite an informal affair, most of the boys being without shirts. The girls present were: Billy Gordon, the pretty

COMPLIMENTARY ADVERTISING
DEFINED.

The current number of "The Nation's Business," the National Chamber of Commerce's publication, in its current issue carries this illuminating information on what it pleases to determine as complimentary advertising. It says:

"Advertising in special publications, souvenir programs and similar mediums is defined by the Cleveland Chamber as 'complimentary' advertising. In this connection the Chamber asserts that the cause of advertising in regular publications is injured by special publications, because every time a man is sold space that does not bring results he is less inclined toward established advertising mediums. The so-called good-will value of special publications, the Chamber thinks, is always over-emphasized and rarely exists at all."

Retreat.

A retreat which is a novel experience for most of us, began Thursday night. It was conducted by Rev. Father Madden, S. J., of Augusta, Ga.

As the Echo goes to press before the end of our Retreat, full details cannot be published until next week.

But we are all delighted over the special privilege of solemnly making a retreat and every girl is determined to take advantage of this glorious opportunity.

WORK AND PLAY
AT S. J. A.

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S. J. A. Vs. Biloxi High.

We're all very proud of our Jaycees today, for under great handicaps, such as a sick captain and a sick coach and several sprained fingers, we played Biloxi High, and—almost won.

We had no desire to play under such odds, but, like all true sports, we felt that "the game must go on." Besides we hated to disappoint Biloxi, so we went bravely to a defeat that only became an actual one as the final whistle blew. For every girl played with her whole heart, especially our little Anna Mae, who ran six steps to her big guard's one.

We're looking forward to our return game with Biloxi. We have our battle cry all ready, "Remember the Fireman's Hall!"

However, the Biloxi girls were all good sports and we enjoyed playing them.

We wish to thank Miss Perkins for refereeing the game, and Messrs. Fayard and Scaife for the use of their cars.

Lincoln Medal Won.

On the eve of our martyred president's birthday the Lincoln medal was awarded to Bessie Batson for the best essay on that hero's life. The medal was donated by the Illinois Watch Company for the purpose of increasing knowledge and admiration of Lincoln among school children of the United States.

The face of the medal is the reproduction of Mr. Douglas Volk's famous painting. The medallion cast is of the finest government bronze, three inches diameter, and three-eighths of an inch in thickness.

We wish to congratulate Bessie on her splendid work, which adds to the honor of the Senior class.

Eighth Grade Contest.

We not only find the high school girls contesting for different prizes, but even competitors as our little eighth grade. During the month each girl eagerly and intelligently prepared her composition with great hope and determination. When the papers were returned the class was in reverie, wondering who was who had won the coveted prize.

From the door of the class room was heard a voice which spelled out unjoined words such as "Can you imagine me winning first prize?" These came from the lips of Marion Heitzmann, whose "Hunting Expedition" was judged as winner. Gertrude Partidge was awarded second, and Anna Mae Blaize third prize.

Prize Composition.

A Hunting Expedition.

Last week my cousin and I decided to take a trip to the woods in search of game.

After we had our hunting bags across our shoulders and our canoes filled with water, we started out.

When we reached our destination, we saw from afar a cave. My cousin wanted to see this particular cave, so we made up our minds in a second, and we were soon approaching it.

On nearing the place we say two large eyes looking at us from the interior of the cave. Almost frightened to death, we both fired.

I was too terrified to enter the cave, but my cousin did so. A few moments later he appeared, holding a very large rabbit. On seeing this, I broke into a fit of laughter, in which my cousin joined.

After we had the rabbit safe in MY bag, we started again. We had never gone very far, when my cousin almost stepped on a rattlesnake, and again we used the force of our guns.

We soon grew tired of walking, so we started for home. On our way a wild bull chased us. We had never felt so tired in all our lives as when we reached home, as this bull chased us all the way. But anyway we had a fine rabbit stew for our trouble.

Marion Heitzmann, '30.

Roll of Honor.

Seniors: Alice Blaize, Mary Scafide, Kitty O'Leary, Caroline Logan, Juniors: Victoria Gabrie, Mary Bourgeois, Goldene Brown.

Sophomores: Eoin Hobbs, Louis Dolfus, Leona Gilbert, Melville Weinacker, Ellen Sullivan.

Freshmen: Verna Batson, Hazel Kergosien, Maria Accardo.

Eighth Grade: Juanita Fayard, Mary Benedetto, Edith Ballard, Theresa Ward.

Seventh Grade: Marie Quintini, Joan Maufra, Eloise Quintini, Bernice Creel, Suzanne Starlipper, Julie Boudin, Adella Gabrie, Carrie Schiro.

Sixth Grade: Alice Feeney, Effie G. Power, Alice Lee, Byrnes, Yvonne Lacoste, Ruthie Bell, Antoinette Partridge, Nola Lizzana, Grace Redding, Helen Wolfe, Nellie St. Angelo, Catherine Redding, Catherine Borenstein, Valmae Muriel, Vivian Heitzmann, Mary Durham, Mildred Schondelcker, Anita Starlipper, Marjorie Banderet, Yvonne Strong.

Fifth Grade: Joyce Wolfe, Muriel Rotge, Gertie Mitchell, Mildred Lincon.

Fourth Grade: Alice Camors, Jeanette Adonis, Lois Wolfe.

Remember \$1.05 for Your Old Iron—Any Old Iron!

90c DOWN

Puts This
Outfit In
Your Home

*The Lowest
and best
Offer that
Have ever made*

Combination
Offer:

Western Electric \$3.95
Iron

An evenly balanced, evenly
tempered iron, with a
non-stick cord.

Rid-Jid Ironing
Table

An ironing-and-rolling ironing
table. Solid, steady,
not wobbly. Easier to set up
and take down.

Value

Special Price

Allowance on Your
Old Iron

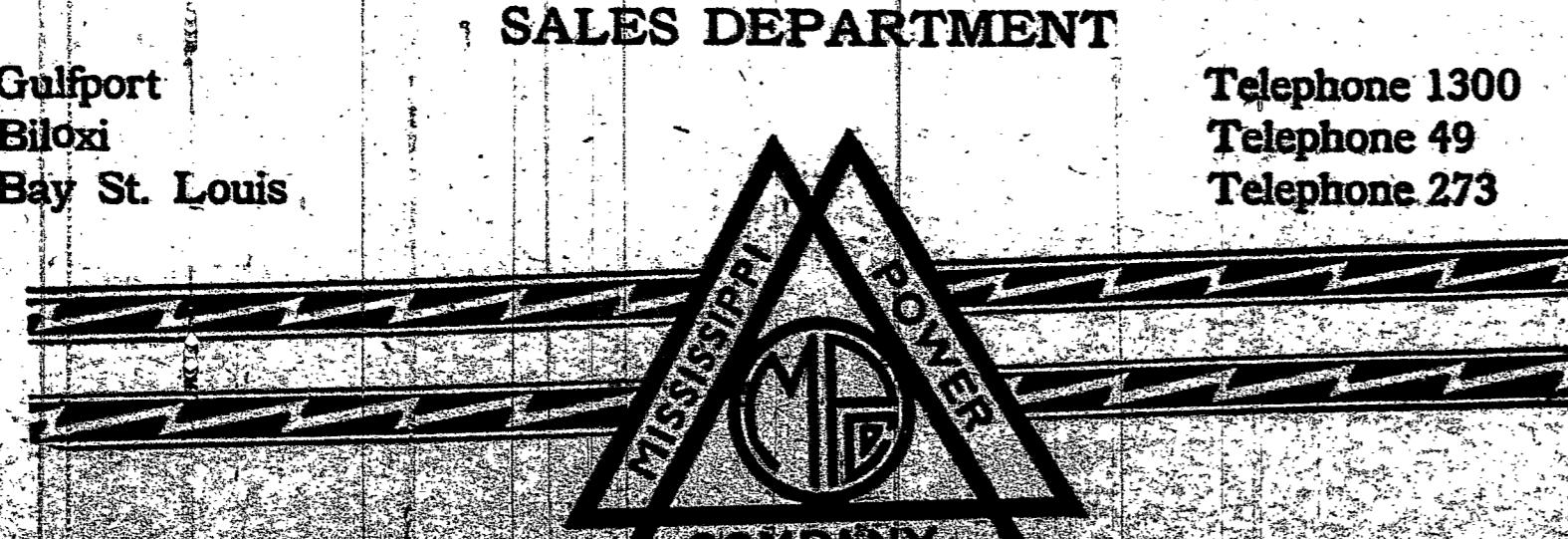
Net Cost

5.00
8.95
7.95
1.05
6.90

Only 90c Down—Balance \$1 a Month
SALES DEPARTMENT

Gulfport
Biloxi
Bay St. Louis

Telephone 1300
Telephone 49
Telephone 273



Ford

Built to Give Service

The Ford Tudor is built throughout to the highest Sedan standards.

The graceful body is of all-steel construction. Windows and doors are carefully fitted and weatherstripped to insure protection from any weather. The upholstery is a high grade, durable fabric of attractive color and pattern.

Of course, the performance is everything you have come to expect in a Ford car.

The nearest Authorized Ford Dealer will gladly show you this good-looking car and explain the easy terms on which it may be purchased.

Ford Motor Company
Detroit, Mich.

TUDOR SEDAN

\$580

Runabout . . . \$260 Coupe . . . \$520
Touring Car . . . 290 Fordor Sedan . . . 660

Closed cars in color. Demountable
rims and starters extra on open cars.

All prices f. o. b. Detroit



NOTICE TO BIDDERS.

Sealed bids will be received by the Board of Supervisors of Hancock County, at the office of the Clerk of said Board, not later than 11 o'clock A. M. on

MONDAY, MARCH 1, 1926, for building of Chemung Woods, at or near James Rester's, on Picayune Road, at or near Mrs. Farmer's, as per plans and specifications filed in the

The Sea Coast Echo
C. G. Moreau, Editor and Publisher

City Echoes.

—Today city elections.
—Tomorrow St. Valentine.
—Stovewood for sale. Phone 253-M.
—WANTED—One thousand pecans. Address F. A. Tomlinson, Gulfport, Miss.

—Miss Virgil Fucich came out from New Orleans Sunday, visiting Bay St. Louis friends, and was the guest of Miss Nina Ladner and Mrs. Ladner.

—Mr. and Mrs. Fred Mehlh, of Chicago, are among the welcome visitors to Bay St. Louis, and are stopping with Mrs. G. Y. Blaize, in Harcourt street.

—Mrs. A. H. Smith, of Moss Point, and Miss Mabel Smith, of Biloxi, are spending the weekend visiting Mrs. H. U. Carty, at the family home, in Carroll avenue.

—Frank Mann, jeweler and watchmaker, announces he will move from his location in Main street, to the beach front, between Main and State streets, in the building at present occupied by the Coast Electric Company.

—Mrs. Richard Bryson is here from Tennessee on an annual winter visit to Mrs. A. F. Fournier and family, at their home on the Waveland beach front. Mrs. Bryson has many friends here and is the recipient of many marked social attentions while visiting.

—The Hogan Construction Company has a force of men "pouring" concrete on Main Avenue, from Front to Second streets, preparatory to surfacing with Warrenite. This is the Old Spanish Trail route and the western terminus of the Bay St. Louis bridge.

—Miss Alice Spirl is in New Orleans, where she has been a while at one of the sanatoriums of that city, successfully undergoing a surgical operation. That she is well again will be glad news to the many friends of the family, who anticipate her early return home.

—Mr. Claud Monti has returned from New Orleans; where a few days since he underwent an operation for the removal of tonsils at the Ear, Eye and Nose Infirmary, Dr. Kotz Allen, of Bay St. Louis and New Orleans, surgeon. Mr. Monti is doing better now, but his recovery has been slow.

—Munro Nicholls, editor and publisher of the Mississippi Builder, published at Jackson, was a business visitor to Bay St. Louis Tuesday, spending several days on the Coast. Mr. Nicholls reports Jackson enjoying a most healthy real estate boom, vying with the advanced prosperity of this section.

—LeBlanc's Store, located opposite the L. & N. Depot, has a special advertisement of unusual interest in this issue of The Echo, announcing a special sale of goods for Monday, February 15th. The list of goods offered is varied and the prices unusually interesting. Read the advertisement and benefit thereby.

—Mrs. Emmet M. Ansley was recently called from her home in St. Louis to the bedside of her daughter Gussie, Mrs. Perry Miller, whose condition has been quite critical for the past weeks, at the Miller home in Albuquerque, New Mexico, and where Mr. Miller has also been quite ill. Miss Lillith Ansley is also at the bedside of her sister.

—Miss Elsie Spirl is spending the Carnival season visiting relatives and friends in New Orleans, participating in the many social activities of the season. Miss Spirl attended the ball of the Duke of Alexis Saturday night, and was in the favored "call out" section of this select and beautiful function of the gay season in New Orleans.

—County Attorney E. J. Gex, while in New Orleans during the early part of the week with Mrs. Gex and their young son, Emile, ill at Touro Infirmary, was taken with an attack of the prevailing gripe and was forced to take a room at the place until he was able to recover and return home. Mr. Gex is at his office again, attending to business, apparently none the worse for his experience.

—Many letters of inquiry continue to come to the Bay St. Louis Chamber of Commerce, and this section is attracting considerable attention from outsiders. C. C. Loehder, representative for Mr. Edith Rockefeller McCormick, of Chicago, has written and is interested in acreage. Letters from all sections arrive daily, to say nothing of the number of tourists who drop in at the office of the Chamber, seeking information.

—The return of Bro. Peter, vice president of St. Stanislaus College, from Europe to Bay St. Louis tomorrow is anticipated with much interest by his many local friends. Bro. Peter left last August for Spain and France and also Belgium, where he made special studies and returns reinvigorated from his trip across sea to the old country and ready for his multifarious duties. The collegians and residents of the city will give him a warm welcome indeed.

—It is plain to see there will be a number of attractive subdivisions, high grade, to be put on the market in Bay St. Louis at no distant date. Considerable acreage and other unimproved real property of large size and the combination of holdings in indicate the sub division movement will soon be announced. This will attract many buyers who otherwise would not be interested in larger holdings than one or more lots. Bay St. Louis realty is one of the best buys on the Gulf Coast.

—Mr. W. B. Mills, of Memphis, Tenn., while spending three weeks on the Mississippi Gulf Coast, enjoying the warmth of our winter sun, spent part of the week in Bay St. Louis, visiting at the home of Mr. J. N. Wigner, "On the Beach." Mr. Mills is the president of the Mills Motor Company, extensive dealers in auto supplies, one of the largest houses of its kind in the entire South, manufacturer of the famous "Mills" business car, to the effect his business is so small an item as an automobile horn in carload lots. Mr. Mills was delighted with his stay at Bay St. Louis and promises to return

BAY CITY CHAMBER COMMERCE SHOWS ACTIVITY AND PROGRESS

Bay St. Louis Chamber of Commerce reports that Krenn & Date, of Chicago, exclusive agents of the McCormick and Rockfeller properties, have solicited information regarding Bay St. Louis, indicating that their attention is directed to this section of the Mississippi Gulf Coast.

The Mississippi Rating Bureau has outlined plans for Bay St. Louis' water system so as to put Bay St. Louis in a lower fire insurance classification. Water system and pump to be retained. New fire pump has been ordered and will be installed within the next thirty or forty days. The Chamber of Commerce has been quite active in the premises.

Much activity in Bay St. Louis, and innumerable inquiries regarding climate and healthful conditions of Bay St. Louis coming in from North, • • •

BANQUET BY WOMEN'S ASSOCIATION.

Delightful Affair at Hotel Weston Thursday Evening—Guests From Birmingham and Biloxi Delivered Addresses.

The Woman's Benefit Association entertained delightfully Thursday at a dinner at Hotel Weston, to celebrate their fifteenth anniversary of the organization. The evening was one of mutual enjoyment. Among those present were Mrs. A. Crox, of Birmingham, Ala., State commander; Mrs. Fay Arguelas, of Biloxi, Miss. district deputy, both making several impressive talks that were enjoyed by all the members present. Madame Katie Connor, F. Landry, G. P. Landry, C. Bottom, Mrs. Sureneau, B. R. Engman, B. Murtagh, L. Hobbs, A. Scafide, R. Templett, Misses Alice Blaize, Anna and Mary Scafide, Dolores Landry, L. Engman, Louise Armstrong.

MR. OTIS ENTERTAINS GUESTS.

Has at His Home Visitors From Widely Separated Points Over the World—For Many Years Patron of Hancock Lumber.

Mr. J. S. Otis recently entertained in his home in Logport several friends from widely separated cities, namely: Mr. F. N. Dickman, of New Orleans; Mr. Henry Dunn, of New York; Mr. F. Bowden, of Buenos Aires, and Mr. Harold Cooper, of London.

For many years these gentlemen have been purchasing high grade lumber from the H. Weston Lumber Company, in full steamer cargoes, for shipment to Europe and South America.

—Mrs. Joseph E. Saucier, wife of ex-Postmaster Saucier, who has been reported ill during the week, is reported better today.

—Dr. and Mrs. Joseph Muller, of New Orleans, are spending the present glorious days on the Coast. They are at their attractive home in Citzen street.

Judge John A. Breath, secretary of the Peoples Building and Loan Association, is up and actively out again, as usual, after a spell of the prevailing cold and fever.

In order there may be a holiday in the public schools of the city next Tuesday, Mardi Gras, classes are held this Saturday. This is necessary to make the 20-day school month.

—Mrs. Douglas Bourgeois and interesting children, Beryl and Gale, have returned from a visit of several weeks to Mrs. Bourgeois' parents, Mr. and Mrs. Gaines, at Monroe, La.

—Mr. Charles Bonstelle, of Brandon, Mo., is interested in Bay St. Louis and writes The Echo accordingly. His letter is one of the many to reach this office the past week or more.

—Miss Irwin Osborn will leave tomorrow for Mobile, Ala., where she will spend a week, participating in the Carnival pleasures of the Gulf City, and to be the house guest of her sister.

—Miss Elsie Spirl is spending the Carnival season visiting relatives and friends in New Orleans, participating in the many social activities of the season. Miss Spirl attended the ball of the Duke of Alexis Saturday night, and was in the favored "call out" section of this select and beautiful function of the gay season in New Orleans.

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—Mrs. C. M. Eaton and Misses Stella Skillman and Lucy Manning, accompanied by Miss Aline Ransome, motored from the Eaton home at Sunnall to Bay St. Louis last Sunday and visited at the home of Mrs. Eaton's sister, Mrs. (Dr.) A. P. Smith, at the family home on the beach front. Judge McDonald always expresses delight on his return to the scenes of his former home town and is visiting at the winter home of his parents, Mr. and Mrs. Horace W. Avery, at their villa at South End.

FILLING STATION TO BE REAL ESTATE OFFICE.

The Carnichael Real Estate Agency has leased from the de Monbrun bride's uncle, Mr. Victor Blaize, in Washington street, and later in the day Mr. and Mrs. Kleinpetter left for their future home at Baton Rouge, where the groom is engaged in a civil engineering pursuit.

Both are well and favorably known in this city, the bride a resident all her life and attending St. Joseph Academy, while the groom is a student at St. Stanislaus collegian. They have the best wishes and congratulations of many friends both in Mississippi and Louisiana.

—An unusual number of Northern and Mid-Western visitors are spending the balance of the winter in Bay St. Louis. They all read The Echo. Realtors and others having business messages will find these columns an invaluable medium.

—Mr. and Mrs. A. S. Spiess are house guests of Mr. and Mrs. Chas. G. Moreau for the week-end, to attend the Bay-Waveland Club ball this evening and motor along the Coast tomorrow. Their summer home in Waveland is one of the attractive places along the Gulf Coast.

—H. W. Avery, Jr., well-known general traveling representative of the Ingersoll Watch Company, with headquarters in New York, is spending a while in Bay St. Louis, and is visiting at the winter home of his parents, Mr. and Mrs. Horace W. Avery, at their villa at South End.

Judge Will T. McDonald arrived here yesterday afternoon from his home in Memphis, Tenn., by way of Gulfport, and is the house guest of his cousin, Major W. A. McDonald, at the family home on the beach front. Judge McDonald always expresses delight on his return to the scenes of his former home town and is visiting locally for an indefinite period before returning to Sunnall.

Giving more atmosphere to Bay St. Louis and the Mississippi Gulf Coast as a sub-tropical country, the Merchant Bank and Trust Company has organized a number of hand-some date palms on each side of its building. Front street near Railroad Crossing. This plan of public beautifying the city is to be commended, and forms a subject for further consideration. In fact, there should be an organized effort toward this direction.

NOTICE!

KILN P. T. A. VALENTINE PARTY AND CHICKEN SUPPER

SATURDAY NIGHT,

FEBRUARY 13, 1926,

AT PALACE THEATRE

Everybody Invited.

These Parties Makes

Manners—Have you heard, dear, that Helen's husband has invested in a Strand movie?

Mabel—You don't say! I think that's ridiculous. George says that American cars are superior to any

IN SOCIAL CIRCLES.

Decidedly the most brilliant function of the Bay-Waveland Yacht Club's series of winter entertainments will be the bal masque, to be given this evening at the spacious clubhouse, in compliment to members and their guests for the Carnaval season.

Decorators completed their work at a late hour last night in preparing the interior for this evening. Tasty, and effective concocts are evolved, and a charm of soft colors will greet the participants. Then there will be a riot of color, tumultuous kaleidoscopic triumph, presented by many maskers in merry-making costume.

Specially imported for the occasion, Slade's Master Syncopators will discourse the music.

Announcements of unusual printing artistry were issued by the Bay-Waveland Club during the early part of the week.

Mrs. R. de Montluzin Entertains at Auction Bridge.

Mrs. R. de Montluzin was hostess Wednesday afternoon at the Bay-Waveland Club, at auction bridge, in compliment to her house guests. Mrs. Tom Pearstine, of New Orleans; Mrs. Albert J. Davis, of St. Louis; Mrs. Oscar M. Denton, of Springfield, Mo.; Mrs. Richard Bryson, of Tennessee, and Mrs. Upham, of Panama City, Fla.

During the course of years the many athletic teams of St. Stanislaus have been entertained in various ways through the kindness of the citizens of Bay St. Louis, and all were greatly enjoyed. But none more so than the delightful supper and dance given by Mr. and Mrs. E. C. Fayard, in honor of the varsity basketball team. Just when the delicious supper was about finished everyone was surprised at hearing fifteen snap "Rahs!" from the S. S. C. Jazz Band, that had slipped in unnoticed. Then the young ladies having arrived, the dance was soon in full swing. Nor was it interrupted until about nine o'clock, when there was a short intermission, during which delicious cakes, punch and novelty candy were served. The dance then continued until about 10:30.

As the hour for breaking up approached everyone was filled with regret that such a pleasant evening should have to end.

The student body takes this opportunity to thank the kind host and hostess for so lavishly entertaining the boys who have represented their Alma Mater on the basketball court for the past season.

TO ADVERTISE IN EARLY PART OF MARCH.

State Highway Engineer H. C. Dietzer Advises Representative R. L. Genin Bids for Construction Bay St. Louis Bridge Will Be Asked For Soon.

Official information as to the early building of the Bay St. Louis bridge is always of interest, so concerned are our people in the project and eager for its early building. Nothing is seemingly more paramount to Bay St. Louis just now. In fact, the building of the bridge is of all absorbing interest.

State Highway Engineer H. C. Dietzer, writing from his office at Jackson, to Representative Genin, is confident bids for construction will be advertised about the first part of March, according to his letter, which was received by the project.

There were twelve covers. The table was decorated in Valentine motif. In the center there was a large heart model, from which tiny ribbons carried the place cards, and accompanied with a valentine for each of the guests. The clever inscription was individual. Following the breakfast, bridge interested until an early afternoon hour. The affair was both beautiful and unique and the charming and accomplished hostess truly delighted her guests.

DEATHS OF THE WEEK.

Two Native Residents Pass Away While Ill at New Orleans—Mrs. Cora Luc and Simon Preveau—Funerals Same Day.

A. & G. THEATRE PROGRAM.

Attractions To Be Shown Next Week.

SATURDAY, FEBRUARY 13: "The Troubles of a Bride," a Fox Special.

MONDAY, FEBRUARY 15: Willard Louis, Carmel Myers and others in "Babbits."

TUESDAY, FEBRUARY 16: Adolphe Menyan, Lillian Rich and Aileen Pringle in "A Kiss in the Dark."

WEDNESDAY, FEBRUARY 17: Richard Dix in "The Shock Punch."

THURSDAY, FEBRUARY 18: Milton Sills and Viola Dana in "As Man Desires."

FRIDAY, FEBRUARY 19: Eleanor Boardman, Pat O'Malley and Harrison Ford in "Proud Flesh."

SATURDAY, FEBRUARY 20: J. Farrell MacDonald and Billie Dore in "The Fighting Heart."

HOTEL WESTON.

J. H. Bordman, Chicago, Ill.; Mr. and Mrs. E. H. Selby, Gulfport, Miss.; J. S. Hastings, Biloxi, Miss.; M. Deneau, Vicksburg, Miss.; Mrs. H. L. Hinton, Evansport, Ill.; Mrs. H. G. Jenkins, Jaffrey, N.H.; Mrs. A. Hynes, New Orleans, La.; Dr. and Mrs. H. L. Lewis, city, and Mrs. T. E. Reddick, Longview, Tex.; Mr. and Mrs. J. C. O. Otto, Ottumwa, Iowa; Mr. and Mrs. J. C. Bryan, Ocean Springs, Miss.; F. H. Pollard, Shreveport, La.; G. E. Zientara, Cleveland, Ohio; O. B. Foster, Toledo, Ohio; F. A. Miller, Grand Rapids, Mich.; G. C. Evans, Bunkie, La.; C. F. Schaefer, New Orleans, La.; H. F. Thompson, New Orleans, La.; J. K. Lee, J. D. Newsome, Louisville, Ky.; C. O. Dowell, Chicago, Ill.; T. Perkins, Mrs. R. R. Perkins, H. L. Perkins, Mrs. Donald Marshall, Mrs. Geo. R. Rea, Mrs. C. E. Denon, Mrs. Harry Upham, city.

Rofey Supper: E. J. Leonard, R. N. Blaize, A. A. Scafide, G. T. Templett, R. N. Cassidy, H. C. Carty, Jos. J. Deane, F. C. Deane, Dr. A. P. Smith, E. C. Engman, Forster Comptroller, Dr. J. A. Evans, C. A. Breath, Chas. G. Green, J. W. Orrell, S. S. Powers, L. J. T. Adams, Leo W. Seal, Geo. R. Radford, Marshall city; H. S. Weston, J. C. Weston, J. E. Howze, Springfield, Mo.